

Approved For Release 2003/05/05 : CIA-RDP84-00780R003600010026-6

STAT

Approved For Release 2003/05/05 : CIA-RDP84-00780R003600010026-6

70-2572

CONFIDENTIAL

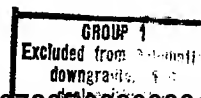
22 JUN 1970

MEMORANDUM FOR: Deputy Director for Support

SUBJECT : Computer Ticket Sales - Ticketron

1. This memorandum submits a recommendation for your approval; such recommendation is contained in paragraph 2.
2. For some time there has been an increase in the use of computer ticket sales by various organizations in the entertainment field. Recognizing this fact, we have explored the possibility of the Employee Activity Association (EAA) utilizing such a service. A meeting was recently held which was attended by representatives of the Office of Security, Central Cover Staff, Telephone Facilities Branch/Office of Logistics, EAA, and Mr. Edward Dougherty of Ticketron, a service of Ticket Reservations Systems, Inc. Mr. Dougherty explained that Ticketron operates a network of coast-to-coast electronics box offices through computer centers in New York, Chicago, and Los Angeles and provides "hard" tickets for theater, entertainment, and sporting events in the United States and Canada. Since these three computer centers are not yet linked, service would initially be limited to events in Montreal, Boston, New York, Philadelphia, Baltimore, and Washington, D. C.
3. Ticketron equipment consists of four units each approximately the size of a typewriter which would be located in the EAA ticket office. The equipment would be fully installed and maintained at the expense of Ticketron. There is no monthly rental charge; there is a 25 cent service charge per ticket of which half would be retained by EAA and the balance paid to Ticketron. Such an installation would provide EAA members with immediate information regarding availability, location, and price of tickets and the opportunity to purchase actual tickets at that time.
4. Locally, Sears and Roebuck and Woodward and Lothrop are presently using Ticketron in their stores. The National Security Agency, Fort Meade, has Ticketron installed in their employee activities office and we have been advised that the State Department, the Department of Defense,

CONFIDENTIAL



CONFIDENTIAL

and the National Institutes of Health have signed contracts for installation.

5. During the past year EAA ticket sales amounted to \$64,408.37 from transactions with 28 agencies representing sports, theater, movies, etc. Of the twelve agencies whose tickets constituted 92 percent of our total sales, eight are presently with Ticketron, five (Redskins, Shady Grove, K. B. Theatres, Ice Capades, and National Symphony) on a complete basis, and three (Senators, Washington Performing Arts, and Baltimore Bullets) on a partial basis.

6. With the exception of K. B. Theatres, we can still purchase tickets from any of the agencies by using the voucher system even though they may be on Ticketron. This, however, requires exchange of the voucher for a hard ticket and often necessitates a considerable wait in line at the box office. K. B. Theatres require purchase to be made either through a Ticketron location or the theater playing the desired movie and it is conjectural when other ticket agencies will follow this procedure.

7. Representatives of the Office of Security, Central Cover Staff, and Telephone Facilities Branch foresee no particular problems in their areas of responsibility. The Chief, Logistics Services Division, however, has indicated that an additional conduit run will be necessary to provide power for this equipment. The cost of this wiring is estimated to be between \$500 and \$1000 and will be borne by EAA. We are of the opinion that this is a highly desirable system and indeed the time is rapidly approaching when its adoption will be necessary if EAA is to continue to provide a meaningful ticket service.

8. It is recommended that you approve the installation of a Ticketron system in the present EAA ticket sales area.



Acting Director of Personnel

25X1

The recommendation contained in paragraph 8 is approved.

(signed) J. W. Coffey

J. W. Coffey
Deputy Director
for Support

29 JUL 1970

Date

CONFIDENTIAL

Distribution:

0 - Return to D/Pers

2 - DDS Chrono, Subject

1 - D/Pers

1 - DD/Pers/SP

1 - EAA

2 - C/BSD

25X1

OP/BSD/[] as (15 June 1970)

TRANSMITTAL SLIP		
TO: Mr. Coffey via [redacted] <i>JHU</i>		
ROOM NO.	BUILDING	
REMARKS: Recommend your approval. <i>JHP</i> [redacted] <i>looked</i> <i>this over; no problem.</i> <i>DES</i>		
FROM:		
ROOM NO.	BUILDING	EXTENSION

FORM NO. 241
1 FEB 55

REPLACES FORM 36-8
WHICH MAY BE USED.

(47)

STAT

STAT

STAT

Approved For Release 2003/05/05 : CIA-RDP84-00780R003600010026-6

Approved For Release 2003/05/05 : CIA-RDP84-00780R003600010026-6